MC 87-I-27A(P)

PRELIMINARY REPORT
INDUSTRY SERIES

1987 Census of Manufactures

MC87-I-27A(P)
Issued August 1989

NEWSPAPERS, PERIODICALS, BOOKS, AND MISCELLANEOUS PUBLISHING

Industries 2711, 2721, 2731, 2732, and 2741

INTRODUCTION

This report presents preliminary statistics from the 1987 Census of Manufactures for those establishments classified in the industries listed above. These data will be superseded by a more comprehensive final paperbound report. The method of data collection and use of administrative data are discussed in detail in the appendix.

All dollar figures included in this report are at prices current for the year specified and, therefore, unadjusted for changes in price levels. Consequently, when making comparisons to prior years, users should take into consideration the inflation that has occurred.

The definitions of these industries are the same as those used in the 1987 Standard Industrial Classification (SIC) Manual.[1]

INDUSTRY 2711, NEWSPAPERS

In the 1987 Census of Manufactures, Industry 2711, Newspapers, had employment of 434.0 thousand. The employment figure was 8 percent above the 401.5 thousand reported in 1982. Compared with 1986, employment in 1987 increased 3 percent. The 1986 data are based on the Bureau's annual survey of manufactures (ASM), which is a sample survey conducted each year between censuses.

The total receipts for establishments classified in this industry was $31.8 billion.

In 1987, establishments in this industry accounted for 100 percent of products considered primary to the industry regardless of the industry in which they were produced (coverage ratio). In 1982, the coverage ratio was also 100. The products primary to this industry appear in table 2 and aggregated to $30.4 billion in 1987.

The cost of materials and services used by establishments in this industry amounted to $7.5 billion in 1987. Data on specific materials consumed appear in table 3.

INDUSTRY 2721, PERIODICALS

In the 1987 Census of Manufactures, Industry 2721, Periodicals, had employment of 110.6 thousand. The employment figure was 18 percent above the 94.0 thousand reported in 1982.

The total receipts for establishments classified in this industry was $17.6 billion.

In 1987, establishments in this industry accounted for 96 percent of products considered primary to the industry regardless of the industry in which they were produced (coverage ratio). In 1982, the coverage ratio was 97. The products primary to this industry appear in table 2 and aggregated to $16.6 billion in 1987.

The cost of materials and services used by establishments in this industry amounted to $5.8 billion in 1987. Data on specific materials consumed appear in table 3.

INDUSTRY 2731, BOOK PUBLISHING

In the 1987 Census of Manufactures, Industry 2731, Book Publishing, had employment of 70.3 thousand. The employment figure was 5 percent above the 67.1 thousand reported in 1982.

[1] **Standard Industrial Classification Manual: 1987.** For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402. Stock No. 041-001-00314-2.

Address inquiries to Bureau of the Census, Industry Division, Washington, DC 20233, or call **Sue Sundermann** (301) 763-2510.

U.S. Department of Commerce
BUREAU OF THE CENSUS

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The total value of shipments for establishments classified in this industry was $11.6 billion.

In 1987, establishments in this industry accounted for 95 percent of products considered primary to the industry regardless of the industry in which they were produced (coverage ratio). In 1982, the coverage ratio was 91. The products primary to this industry appear in table 2 and aggregated to $11.3 billion in 1987.

The cost of materials and services used by establishments in this industry amounted to $3.5 billion in 1987. Data on specific materials consumed appear in table 3.

INDUSTRY 2732, BOOK PRINTING

In the 1987 Census of Manufactures, Industry 2732, Book Printing, had employment of 43.5 thousand. The employment figure was 3 percent below the 44.7 thousand reported in 1982. Compared with 1986, employment in 1987 stayed the same. The 1986 data are based on the Bureau's annual survey of manufactures (ASM), which is a sample survey conducted each year between censuses.

The total value of shipments for establishments classified in this industry was $3.3 billion.

In 1987, establishments in this industry accounted for 89 percent of products considered primary to the industry regardless of the industry in which they were produced (coverage ratio). In 1982, the coverage ratio was 84. The products primary to this industry appear in table 2 and aggregated to $3.2 billion in 1987.

The cost of materials and services used by establishments in this industry amounted to $1.3 billion in 1987. Data on specific materials consumed appear in table 3.

INDUSTRY 2741, MISCELLANEOUS PUBLISHING

In the 1987 Census of Manufactures, Industry 2741, Miscellaneous Publishing, had employment of 66.9 thousand.

The total receipts for establishments classified in this industry was $7.2 billion.

In 1987, establishments in this industry accounted for 90 percent of products considered primary to the industry regardless of the industry in which they were produced (coverage ratio). In 1982, the coverage ratio was 86. The products primary to this industry appear in table 2 and aggregated to $7.7 billion in 1987.

The cost of materials and services used by establishments in this industry amounted to $1.8 billion in 1987. Data on specific materials consumed appear in table 3.

ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used in the tables in this publication:

-	Represents zero.
(D)	Withheld to avoid disclosing data for individual companies; data are included in higher level totals.
(NA)	Not available.
(NC)	Not comparable.
(S)	Withheld because estimate did not meet publication standards on the basis of either the response rate or a consistency review.
(X)	Not applicable.
(Z)	Less than half the unit shown.
do	Ditto
n.e.c.	Not elsewhere classified.
n.s.k.	Not specified by kind.
pt.	Part.
r	Revised.
SIC	Standard Industrial Classification.

Other abbreviations, such as lb, gal, yd, doz, bbl, and s tons, are used in the customary sense.

CONTACTS FOR DATA USERS

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Census/ASM		
Durables	Kenneth Hansen	(301) 763-7304
Nondurables	Michael Zampogna	(301) 763-2510
Current Industrial Reports		
Durables	Malcolm Bernhardt	(301) 763-2518
Nondurables	Thomas Flood	(301) 763-5911
Import/Export Publications	Foreign Trade Division	(301) 763-5140
Industry Analysis and Forecasts	International Trade Administration	(202) 377-4356

Table 1. Historical Statistics for the Industry: 1987 and Earlier Years

[Excludes data for auxiliaries. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see appendix.]

Year[1]	Companies[2] (no.)	All establishments[3] Total (no.)	All establishments[3] With 20 employees or more (no.)	All employees Number (1,000)	All employees Payroll (million dollars)	Production workers Number (1,000)	Production workers Hours (millions)	Production workers Wages (million dollars)	Value added by manufacture[4] (million dollars)	Cost of materials (million dollars)	Value of shipments (million dollars)	New capital expenditures (million dollars)	End-of-year inventories[4] (million dollars)	Ratios Specialization (percent)	Ratios Coverage (percent)
INDUSTRY 2711, NEWSPAPERS															
1987 Census	(NA)	8 970	2 601	434.0	9 024.9	148.2	262.1	2 981.8	24 267.5	7 513.5	31 786.5	1 525.9	856.8	97	100
1986 ASM	(NA)	(NA)	(NA)	420.0	8 380.5	151.9	270.0	2 913.0	22 168.6	7 024.5	29 205.9	1 296.0	783.6	(NA)	(NA)
1985 ASM	(NA)	(NA)	(NA)	411.0	7 904.7	151.3	265.9	2 829.0	20 426.3	6 584.6	27 014.7	1 429.7	833.7	(NA)	(NA)
1984 ASM	(NA)	(NA)	(NA)	398.6	7 366.7	148.5	264.9	2 712.1	18 871.7	6 429.3	25 302.2	1 086.6	829.0	(NA)	(NA)
1983 ASM	(NA)	(NA)	(NA)	404.1	7 059.1	150.0	263.6	2 600.2	17 298.2	5 991.5	23 259.4	991.3	795.4	(NA)	(NA)
1982 Census	7 520	8 846	2 554	401.5	6 554.7	147.2	259.3	2 386.6	15 275.3	6 006.4	21 276.3	1 029.2	754.9	96	100
1981 ASM	(NA)	(NA)	(NA)	419.0	6 288.9	164.6	286.9	2 411.8	14 257.6	5 793.0	20 050.2	1 023.1	681.7	(NA)	(NA)
1980 ASM	(NA)	(NA)	(NA)	414.0	5 761.5	163.0	279.2	2 264.4	12 809.5	5 153.7	17 962.7	974.7	516.3	(NA)	(NA)
1979 ASM	(NA)	(NA)	(NA)	396.2	5 213.7	157.6	273.0	2 083.6	11 629.5	4 568.1	16 196.7	765.3	415.4	(NA)	(NA)
1978 ASM	(NA)	(NA)	(NA)	365.5	4 796.4	151.7	261.5	1 958.8	10 522.4	4 035.4	14 557.5	625.5	394.3	(NA)	(NA)
1977 Census	7 836	8 867	2 147	349.9	4 306.0	147.2	252.5	1 805.3	9 519.1	3 539.2	13 055.9	478.1	382.1	96	100
1976 ASM	(NA)	(NA)	(NA)	364.2	4 068.1	162.3	275.9	1 784.8	8 482.3	3 180.2	11 659.2	376.7	367.9	(NA)	(NA)
1975 ASM	(NA)	(NA)	(NA)	360.4	3 770.2	165.5	284.3	1 708.7	7 578.4	2 856.4	10 432.6	362.7	302.9	(NA)	(NA)
1974 ASM	(NA)	(NA)	(NA)	358.1	3 598.5	166.9	292.0	1 699.3	7 044.9	2 528.0	9 567.9	408.2	289.4	(NA)	(NA)
1973 ASM	(NA)	(NA)	(NA)	353.2	3 385.3	167.3	293.2	1 613.9	6 677.0	2 192.4	8 868.4	385.3	187.0	(NA)	(NA)
1972 Census	7 467	8 116	2 119	348.5	3 168.1	169.7	298.4	1 536.8	6 219.9	2 043.5	8 262.8	359.5	152.5	96	100
INDUSTRY 2721, PERIODICALS															
1987 Census	(NA)	3 913	867	110.6	3 148.9	18.4	33.4	371.1	11 766.7	5 784.1	17 559.2	252.7	896.0	96	96
1986 ASM	(NA)	(NA)	(NA)	98.1	2 710.9	14.2	24.9	288.9	10 196.0	5 558.1	15 719.4	274.1	783.9	(NA)	(NA)
1985 ASM	(NA)	(NA)	(NA)	95.8	2 554.5	16.2	28.4	272.4	9 678.1	5 579.8	15 246.4	339.7	817.6	(NA)	(NA)
1984 ASM	(NA)	(NA)	(NA)	93.5	2 231.7	16.2	28.8	250.8	8 943.9	5 117.6	14 052.6	267.4	803.5	(NA)	(NA)
1983 ASM	(NA)	(NA)	(NA)	93.4	2 073.7	17.3	31.9	256.3	7 868.9	4 603.6	12 436.7	251.7	774.2	(NA)	(NA)
1982 Census	3 143	3 328	690	94.0	1 986.1	17.4	31.9	243.2	6 910.9	4 568.1	11 478.0	194.8	723.9	93	97
1981 ASM	(NA)	(NA)	(NA)	79.9	1 564.0	14.1	24.4	183.8	6 075.3	3 789.7	9 843.0	170.9	585.6	(NA)	(NA)
1980 ASM	(NA)	(NA)	(NA)	77.8	1 427.7	13.3	22.7	163.2	5 599.8	3 374.0	8 964.6	132.6	552.3	(NA)	(NA)
1979 ASM	(NA)	(NA)	(NA)	76.3	1 253.3	14.1	20.6	143.9	4 986.7	3 055.9	8 311.3	119.5	488.6	(NA)	(NA)
1978 ASM	(NA)	(NA)	(NA)	74.8	1 169.8	12.1	22.3	132.9	4 430.7	2 760.9	7 160.0	89.8	429.2	(NA)	(NA)
1977 Census	2 863	2 994	525	69.9	1 019.8	10.6	20.5	115.7	3 762.7	2 289.2	6 056.5	78.9	349.6	90	96
1976 ASM	(NA)	(NA)	(NA)	72.5	950.8	13.9	23.8	128.8	3 084.2	1 962.2	5 043.5	64.5	280.3	(NA)	(NA)
1975 ASM	(NA)	(NA)	(NA)	72.9	880.0	13.6	24.3	117.1	2 652.1	1 744.1	4 379.7	62.2	285.4	(NA)	(NA)
1974 ASM	(NA)	(NA)	(NA)	71.7	808.2	13.0	23.7	104.3	2 435.8	1 656.9	4 059.4	56.1	259.8	(NA)	(NA)
1973 ASM	(NA)	(NA)	(NA)	70.1	760.8	12.6	22.7	95.9	2 344.4	1 513.3	3 855.7	60.0	221.5	(NA)	(NA)
1972 Census	2 456	2 534	452	66.5	708.5	11.1	21.1	84.6	2 109.9	1 404.2	3 510.6	56.8	197.2	89	95
INDUSTRY 2731, BOOK PUBLISHING															
1987 Census	(NA)	2 264	415	70.3	1 815.2	15.9	28.7	305.0	8 278.4	3 501.7	11 641.9	229.7	1 991.3	92	95
1986 ASM	(NA)	(NA)	(NA)	71.6	1 775.6	14.4	25.6	259.4	7 755.9	3 099.8	10 731.5	202.8	1 982.2	(NA)	(NA)
1985 ASM	(NA)	(NA)	(NA)	70.9	1 672.1	15.6	28.6	279.8	7 395.8	3 021.1	10 196.2	232.1	1 895.1	(NA)	(NA)
1984 ASM	(NA)	(NA)	(NA)	69.4	1 600.3	14.9	27.2	268.3	6 722.9	2 890.1	9 459.2	199.4	1 713.8	(NA)	(NA)
1983 ASM	(NA)	(NA)	(NA)	69.3	1 474.9	17.1	33.0	277.9	5 823.8	2 683.2	8 427.4	163.8	1 521.1	(NA)	(NA)
1982 Census	2 007	2 130	419	67.1	1 327.3	15.2	30.8	237.1	5 291.5	2 420.0	7 740.0	174.1	1 379.9	94	91
1981 ASM	(NA)	(NA)	(NA)	63.5	1 123.3	14.3	27.4	194.3	4 623.2	2 165.7	6 760.4	153.0	1 324.8	(NA)	(NA)
1980 ASM	(NA)	(NA)	(NA)	64.5	1 035.4	14.4	27.1	177.1	4 148.8	1 999.9	6 114.4	126.3	1 223.8	(NA)	(NA)
1979 ASM	(NA)	(NA)	(NA)	63.4	946.6	13.3	24.6	159.9	3 783.5	1 858.8	5 574.2	117.4	1 174.4	(NA)	(NA)
1978 ASM	(NA)	(NA)	(NA)	63.5	910.5	13.5	24.5	155.8	3 739.0	1 735.1	5 398.2	97.4	1 062.8	(NA)	(NA)
1977 Census	1 652	1 745	346	59.5	830.2	13.3	24.9	140.1	3 261.9	1 544.2	4 793.9	79.8	992.0	94	88
1976 ASM	(NA)	(NA)	(NA)	58.2	747.1	15.9	28.2	157.8	2 711.6	1 287.6	3 967.5	[3]77.7	875.2	(NA)	(NA)
1975 ASM[6]	(NA)	(NA)	(NA)	55.5	685.2	15.0	26.0	137.8	2 428.1	1 157.7	3 536.5	75.1	827.9	(NA)	(NA)
1974 ASM	(NA)	(NA)	(NA)	54.4	621.5	14.1	25.5	121.3	2 311.6	1 119.6	3 348.8	55.9	788.9	(NA)	(NA)
1973 ASM	(NA)	(NA)	(NA)	59.2	610.4	15.9	28.5	135.6	2 085.6	1 063.1	3 142.9	48.9	673.0	(NA)	(NA)
1972 Census	1 124	1 205	307	57.1	557.7	16.2	31.4	128.6	1 935.8	959.9	2 856.8	48.4	629.4	93	86
INDUSTRY 2732, BOOK PRINTING															
1987 Census	(NA)	559	270	43.5	961.8	34.4	67.8	675.9	1 993.2	1 269.8	3 253.5	154.5	297.1	89	89
1986 ASM	(NA)	(NA)	(NA)	43.5	930.4	34.0	68.2	648.6	1 883.3	1 234.5	3 102.4	181.3	300.3	(NA)	(NA)
1985 ASM	(NA)	(NA)	(NA)	43.4	886.7	33.9	66.5	618.1	1 765.3	1 174.9	2 919.4	[5]202.1	273.4	(NA)	(NA)
1984 ASM	(NA)	(NA)	(NA)	42.2	848.7	32.7	64.8	594.1	1 671.2	1 169.6	2 828.2	[5]113.3	277.6	(NA)	(NA)
1983 ASM	(NA)	(NA)	(NA)	43.6	812.1	33.3	64.8	557.4	1 535.5	1 029.7	2 572.3	100.3	250.3	(NA)	(NA)
1982 Census	637	681	308	44.7	762.5	34.5	64.7	542.6	1 429.9	948.1	2 392.4	98.6	243.6	89	84
1981 ASM	(NA)	(NA)	(NA)	50.1	800.0	39.6	75.9	576.5	1 526.4	1 030.8	2 556.1	103.7	245.5	(NA)	(NA)
1980 ASM	(NA)	(NA)	(NA)	48.2	695.4	37.7	71.9	499.3	1 346.2	903.6	2 244.8	94.4	233.7	(NA)	(NA)
1979 ASM	(NA)	(NA)	(NA)	46.2	617.2	37.1	72.0	453.5	1 214.9	808.3	2 024.0	80.9	220.3	(NA)	(NA)
1978 ASM	(NA)	(NA)	(NA)	49.1	614.8	39.5	77.0	444.3	1 163.2	757.1	1 923.8	[5]102.8	209.7	(NA)	(NA)
1977 Census	900	950	370	46.9	548.2	37.6	72.6	404.1	1 029.2	662.6	1 691.8	54.3	194.0	85	78
1976 ASM	(NA)	(NA)	(NA)	42.7	464.7	33.3	63.4	342.0	809.0	517.7	1 327.9	51.1	163.6	(NA)	(NA)
1975 ASM	(NA)	(NA)	(NA)	43.9	446.0	34.5	64.3	328.9	758.5	477.6	1 240.7	63.0	159.5	(NA)	(NA)
1974 ASM	(NA)	(NA)	(NA)	40.9	416.2	32.9	63.9	314.6	697.8	449.5	1 127.2	[5]43.7	160.5	(NA)	(NA)
1973 ASM	(NA)	(NA)	(NA)	42.8	391.3	34.4	66.9	288.0	676.5	395.9	1 063.9	[5]34.5	118.1	(NA)	(NA)
1972 Census	672	700	287	40.9	361.2	33.0	64.5	269.0	604.5	332.4	937.7	33.9	99.4	83	73
INDUSTRY 2741, MISCELLANEOUS PUBLISHING															
1987 Census	(NA)	2 338	596	66.9	1 448.1	24.0	43.8	363.5	5 497.2	1 760.9	7 217.8	123.7	464.3	98	90
1986 ASM	(NA)	(NA)	(NA)	53.1	1 129.1	18.4	31.3	275.3	3 631.5	1 246.9	4 887.4	102.6	347.5	(NA)	(NA)
1985 ASM	(NA)	(NA)	(NA)	52.0	1 047.4	17.1	29.5	239.2	3 264.6	1 199.5	4 437.0	109.7	349.5	(NA)	(NA)
1984 ASM	(NA)	(NA)	(NA)	42.0	775.9	16.6	28.2	210.9	2 321.9	949.4	3 222.9	69.1	307.5	(NA)	(NA)
1983 ASM	(NA)	(NA)	(NA)	44.8	712.2	18.4	29.9	211.6	2 105.4	943.4	3 011.7	82.5	298.3	(NA)	(NA)
1982 Census	1 952	2 057	430	45.3	705.9	17.9	29.2	206.2	1 958.2	909.6	2 871.3	67.1	244.4	95	86
1981 ASM	(NA)	(NA)	(NA)	41.7	666.2	20.3	36.8	232.1	1 891.7	788.6	2 674.5	60.0	230.9	(NA)	(NA)
1980 ASM	(NA)	(NA)	(NA)	47.4	643.6	22.2	39.2	211.2	1 792.9	732.6	2 505.4	58.7	219.3	(NA)	(NA)
1979 ASM	(NA)	(NA)	(NA)	46.4	568.7	21.4	38.1	194.7	1 535.0	624.3	2 142.0	[5]55.1	180.6	(NA)	(NA)
1978 ASM	(NA)	(NA)	(NA)	42.4	525.4	18.4	27.7	162.8	1 310.9	565.2	1 894.6	[5]65.8	139.9	(NA)	(NA)

See footnotes at end of table.

Table 1. Historical Statistics for the Industry: 1987 and Earlier Years—Con.

[Excludes data for auxiliaries. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see appendix.]

Year[1]	Companies[2] (no.)	All establishments[3] Total (no.)	All establishments[3] With 20 employees or more (no.)	All employees Number (1,000)	All employees Payroll (million dollars)	Production workers Number (1,000)	Production workers Hours (millions)	Production workers Wages (million dollars)	Value added by manufacture[4] (million dollars)	Cost of materials (million dollars)	Value of shipments (million dollars)	New capital expenditures (million dollars)	End-of-year inventories[4] (million dollars)	Ratios Specialization (percent)	Ratios Coverage (percent)
	INDUSTRY 2741, MISCELLANEOUS PUBLISHING—Con.														
1977 Census	2 277	2 352	335	42.1	503.0	15.4	27.1	150.3	1 290.7	569.9	1 850.9	39.1	139.1	95	89
1976 ASM	(NA)	(NA)	(NA)	34.7	387.7	13.7	24.2	123.7	946.2	393.9	1 332.6	[5]40.1	93.8	(NA)	(NA)
1975 ASM	(NA)	(NA)	(NA)	33.5	362.3	12.8	21.8	107.3	862.3	334.0	1 192.4	[5]38.1	81.2	(NA)	(NA)
1974 ASM	(NA)	(NA)	(NA)	36.0	344.5	14.9	26.2	115.2	783.2	314.6	1 093.5	[5]20.7	85.0	(NA)	(NA)
1973 ASM	(NA)	(NA)	(NA)	38.3	335.4	18.7	32.9	130.3	790.4	302.8	1 088.9	[5]20.1	75.7	(NA)	(NA)
1972 Census	1 964	2 041	272	38.8	331.2	19.1	31.7	135.0	775.8	296.1	1 070.2	22.7	68.1	95	93

Note: Establishments of single unit companies with up to 20 employees (cutoff varied by industry) were excluded from the mail portion of the census. Data for these establishments (and a small number of larger establishments whose reports were not received at the time the data were tabulated) were estimated based on administrative-record information from other agencies in conjunction with industry averages. These establishments accounted for the following percent of total value of shipments: SIC 2711, 13%; SIC 2721, 33%; SIC 2731, 14%; SIC 2732, 11%; and SIC 2741, 31%.

[1]In annual survey of manufactures (ASM) years, data are estimates based on a representative sample of establishments canvassed annually and may differ from results of a complete canvass of all establishments. ASM publication shows percentage standard errors. Unless otherwise noted, for data prior to 1972, see 1972 Census of Manufactures, vol. II, table 1a of the Industry chapter.

[2]For the census, a company is defined as a business organization consisting of one establishment or more under common ownership or control.

[3]Includes establishments with payroll at any time during year.

[4]Beginning with the 1982 Census of Manufactures, all respondents were requested to report their inventories at (the lower of) cost or market prior to adjustment to LIFO cost. This is a change from prior Censuses and annual surveys of manufactures in which respondents were permitted to value their inventories using any generally accepted accounting method. Consequently, inventories and value added by manufacture reported for 1982 and later years are not comparable to prior-year data.

[5]Estimates for new capital expenditures have associated standard error of 15 percent or more and may be of limited reliability. Estimates for other data items are of acceptable reliability.

[6]Data either have associated standard errors exceeding 15 percent or are not consistent with other census series and related data; thus, these estimates may be of limited reliability.

Table 2. Product and Product Classes—Quantity Sold and Value of Receipts of All Producers: 1987 and 1982

[Includes quantity and value of products of this industry produced by (1) establishments classified in this industry (primary) and (2) establishments classified in other industries (secondary). For meaning of abbreviations and symbols, see introductory text.]

1987 product code	Product	1987 Number of companies with receipts of $100,000 or more	1987 Aggregate average circulation per issue[1 2 3] (1,000)	1987 Total receipts[1] (million dollars)	1982 Number of companies with receipts of $100,000 or more	1982 Aggregate average circulation per issue[1 2 3] (1,000)	1982 Total receipts[1] (million dollars)
2711- —	**NEWSPAPERS**						
	Total	**(NA)**	**(X)**	**30 438.9**	**(NA)**	**(X)**	**20 313.7**
27111 —	Daily and Sunday newspapers: receipts from subscriptions and sales	(NA)	(X)	5 208.6	(NA)	(X)	3 922.5
27111 01	Morning (no Sunday editions)	(NA)	8 315.5	510.8	87	4 522.2	259.3
27111 11	Evening (no Sunday editions)	(NA)	*7 729.5	437.0	325	*8 078.0	346.8
27111 22	Morning and Sunday combinations:						
	Morning editions	(NA)	25 420.5	2 101.9	98	20 193.9	1 378.4
	Sunday editions		31 713.7			24 227.4	
27111 32	Evening and Sunday combinations:						
	Evening editions	(NA)	7 543.9	474.5	181	11 207.7	620.7
	Sunday editions		9 442.4			13 760.2	
27111 42	Morning and evening combinations (no Sunday editions):						
	Morning editions	(NA)	*1 065.2	91.0	19	*1 733.3	79.2
	Evening editions		*948.7			**1 767.9	
27111 52	Morning, evening, and Sunday combinations:						
	Morning editions	(NA)	9 144.0	1 155.2	80	(S)	1 119.3
	Evening editions		5 586.2			9 301.3	
	Sunday editions		(S)			(S)	
27111 00	Daily and Sunday newspapers, receipts from subscriptions and sales, n.s.k.	(NA)	(X)	438.3	(NA)	(X)	118.9
27112 —	Daily and Sunday newspapers: receipts from advertising	(NA)	(X)	20 165.8	(NA)	(X)	13 233.2
27112 01	Morning (no Sunday editions)	(NA)	(X)	1 042.4	107	(X)	615.7
27112 11	Evening (no Sunday editions)	(NA)	(X)	1 329.2	363	(X)	1 056.8
27112 22	Morning and Sunday combinations	(NA)	(X)	9 395.6	98	(X)	4 955.7
27112 32	Evening and Sunday combinations	(NA)	(X)	1 929.5	185	(X)	2 196.8
27112 42	Morning and evening combinations (no Sunday editions)	(NA)	(X)	199.6	19	(X)	127.3
27112 52	Morning, evening, and Sunday combinations	(NA)	(X)	5 004.0	84	(X)	4 013.6
27112 00	Daily and Sunday newspapers, receipts from advertising, n.s.k.	(NA)	(X)	1 265.6	(NA)	(X)	267.2
27113 —	Weekly and other newspapers: receipts from subscriptions and sales	(NA)	(X)	572.8	(NA)	(X)	429.6
27113 62	Weekly newspapers, including those issued on Sunday only	(NA)	(S)	473.9	289	(S)	366.1
27113 98	Other newspapers, including those issued more than once a week, but less than four times a week, also those issued less than once a week	(NA)	(S)	74.1	134	(S)	60.8
27113 00	Weekly and other newspapers, receipts from subscriptions and sales, n.s.k.	(NA)	(X)	24.8	(NA)	(X)	2.8
27114 —	Weekly and other newspapers: receipts from advertising	(NA)	(X)	1 675.0	(NA)	(X)	1 106.9
27114 62	Weekly newspapers, including those issued on Sunday only	(NA)	(X)	1 114.5	827	(X)	809.4
27114 98	Other newspapers, including those issued more than once a week, but less than four times a week, also those issued less than once a week	(NA)	(X)	437.6	308	(X)	291.7
27114 00	Weekly and other newspapers, receipts from advertising, n.s.k.	(NA)	(X)	122.9	(NA)	(X)	5.8

See footnotes at end of table.

Table 2. Product and Product Classes—Quantity Sold and Value of Receipts of All Producers: 1987 and 1982—Con.

[Includes quantity and value of products of this industry produced by (1) establishments classified in this industry (primary) and (2) establishments classified in other industries (secondary). For meaning of abbreviations and symbols, see introductory text]

1987 product code	Product	1987			1982		
		Number of companies with receipts of $100,000 or more	Aggregate average circulation per issue[1 2 3] (1,000)	Total receipts[1] (million dollars)	Number of companies with receipts of $100,000 or more	Aggregate average circulation per issue[1 2 3] (1,000)	Total receipts[1] (million dollars)
2711- --	**NEWSPAPERS**—Con.						
27110 --	Newspapers, n.s.k.	(NA)	(X)	2 816.6	(NA)	(X)	1 621.5
27110 00	Newspapers, n.s.k., typically for establishments with 5 employees or more (see note)	(NA)	(X)	1 946.9	(NA)	(X)	895.0
27110 02	Newspapers, n.s.k., typically for establishments with less than 5 employees (see note)	(NA)	(X)	869.7	(NA)	(X)	726.5

1987 product code	Product	1987		1982	
		Number of companies with receipts of $100,000 or more	Value of product receipts[1] (million dollars)	Number of companies with receipts of $100,000 or more	Value of product receipts[1] (million dollars)
2721- --	**PERIODICALS**				
	Total	**(NA)**	**16 560.2**	**(NA)**	**10 625.8**
27211 --	Farm periodicals: receipts from subscriptions, sales, and advertising	(NA)	172.2	(NA)	246.9
	Paid circulation:				
27211 11	Subscriptions and single copy sales	(NA)	69.6	38	53.7
27211 15	Advertising	(NA)	64.0	45	146.8
27211 61	Controlled circulation, advertising and copy sales	(NA)	25.1	19	31.8
27211 00	Farm periodicals, receipts from subscriptions, sales, and advertising, n.s.k.	(NA)	13.5	(NA)	14.5
27213 --	Specialized business and professional periodicals: receipts from subscriptions and sales	(NA)	1 551.2	(NA)	952.8
	Business publications:				
	Paid circulation, single copy and subscriptions:				
27213 24	Manufacturing (excluding electronics)	(NA)	65.8	[4]15	[4]24.4
27213 25	Wholesale and retail trade, including merchandising	(NA)	25.3	21	26.6
27213 27	Medical and health care	(NA)	120.1	29	86.3
27213 28	Electronics/data management	(NA)	68.9		
27213 30	Services (excluding data management)	(NA)	29.5	(NA)	511.9
27213 32	Business publications, n.e.c.	(NA)	671.6		
	Controlled circulation, single copy and subscriptions:				
27213 34	Manufacturing (excluding electronics)	(NA)	3.2	[4]11	[4]15.8
27213 35	Wholesale and retail trade, including merchandising	(NA)	9.9	12	10.4
27213 37	Medical and health care	(NA)	27.8	12	17.0
27213 38	Electronics/data management	(NA)	16.2		
27213 40	Services (excluding data management)	(NA)	3.5	(NA)	25.3
27213 42	Business publications, n.e.c.	(NA)	39.3		
	Professional, institutional, and service publications, single copy and subscriptions:				
27213 44	Scholarly journals	(NA)	110.2	(NA)	190.3
27213 46	Other professional publications	(NA)	136.5		
27213 00	Specialized business and professional periodicals, receipts from subscriptions and sales, n.s.k.	(NA)	223.5	(NA)	44.6
27214 --	Specialized business and professional periodicals: receipts from advertising	(NA)	2 687.2	(NA)	1 647.5
	Business publications:				
	Paid circulation, advertising:				
27214 24	Manufacturing (excluding electronics)	(NA)	64.4	[4]14	[4]109.5
27214 25	Wholesale and retail trade, including merchandising	(NA)	138.9	15	82.9
27214 27	Medical and health care	(NA)	163.5	19	69.1
27214 28	Electronics/data management	(NA)	104.7		
27214 30	Services (excluding data management)	(NA)	17.3	(NA)	378.3
27214 32	Business publications, n.e.c.	(NA)	415.2		
	Controlled circulation, advertising:				
27214 34	Manufacturing (excluding electronics)	(NA)	201.1	[4]41	[4]111.4
27214 35	Wholesale and retail trade, including merchandising	(NA)	220.1	40	63.7
27214 37	Medical and health care	(NA)	153.0	26	126.5
27214 38	Electronics/data management	(NA)	207.6		
27214 40	Services (excluding data management)	(NA)	171.5	(NA)	443.3
27214 42	Business publications, n.e.c.	(NA)	382.8		
	Professional, institutional, and service publications, advertising:				
27214 44	Scholarly journals	(NA)	8.0	(NA)	125.3
27214 46	Other professional publications	(NA)	111.9		
27214 00	Specialized business and professional periodicals, receipts from advertising, n.s.k.	(NA)	327.3	(NA)	137.6
2721A --	General and consumer periodicals: receipts from subscriptions	(NA)	2 657.3	(NA)	1 596.6
2721A 20	Women, home, fashion, and other services: fashion women's magazines, domestic science, housekeeping, home and garden management	(NA)		30	377.8
2721A 50	General news, including weeklies and biweeklies with news of interest to the general public	(NA)		20	181.2
2721A 60	Business news: news concerning business and industry, directed to a broader readership than those engaged in business for a living	(NA)		11	37.5
2721A 70	Regional, metropolitan, and city magazines	(NA)	2 657.3	(NA)	[5]
2721A 80	Special interest publications: primarily hobby and entertainment, including art, photography, fishing, hunting, mechanics, science, tennis, golf, skiing, boating, aviation, and other outdoor and sport activities; and automotive	(NA)		128	511.5
2721A 90	General interest publications, including general articles, pictures, fiction, literature, geography, travel, history, biography, and humor	(NA)		53	488.6
2721A 00	General and consumer periodicals, receipts from subscriptions, n.s.k.	(NA)		(NA)	-

See footnotes at end of table.

Table 2. Product and Product Classes—Quantity Sold and Value of Receipts of All Producers: 1987 and 1982—Con.

[Includes quantity and value of products of this industry produced by (1) establishments classified in this industry (primary) and (2) establishments classified in other industries (secondary). For meaning of abbreviations and symbols, see introductory text]

1987 product code	Product	1987		1982	
		Number of companies with receipts of $100,000 or more	Value of product receipts[1] (million dollars)	Number of companies with receipts of $100,000 or more	Value of product receipts[1] (million dollars)
2721- —	**PERIODICALS**—Con.				
2721B --	General and consumer periodicals: receipts from single copy sales	(NA)	1 326.3	(NA)	963.8
2721B 10	Comics (subscriptions and single copy sales)	(NA)		5	18.6
2721B 20	Women, home, fashion, and other services: fashion women's magazines, domestic science, housekeeping, home and garden management	(NA)		23	358.1
2721B 50	General news, including weeklies and biweeklies with news of interest to the general public	(NA)		12	34.7
2721B 60	Business news: news concerning business and industry, directed to a broader readership than those engaged in business for a living	(NA)		1	(*)
2721B 70	Regional, metropolitan, and city magazines	(NA)		(NA)	(*)
2721B 80	Special interest publications: primarily hobby and entertainment, including art, photography, fishing, hunting, mechanics, science, tennis, golf, skiing, boating, aviation, and other outdoor and sport activities; and automotive	(NA)		101	397.9
2721B 90	General interest publications, including general articles, pictures, fiction, literature, geography, travel, history, biography, and humor	(NA)		35	153.6
2721B 00	General and consumer periodicals, receipts from single copy sales, n.s.k.	(NA)		(NA)	*8
2721C --	General and consumer periodicals: receipts from advertising	(NA)	4 222.6	(NA)	3 161.8
2721C 10	Comics	(NA)		3	(D)
2721C 20	Women, home, fashion, and other services: fashion women's magazines, domestic science, housekeeping, home and garden management	(NA)		30	788.2
2721C 50	General news, including weeklies and biweeklies with news of interest to the general public	(NA)		32	668.5
2721C 60	Business news: news concerning business and industry, directed to a broader readership than those engaged in business for a living	(NA)		6	(D)
2721C 70	Regional, metropolitan, and city magazines	(NA)		(NA)	(*)
2721C 80	Special interest publications: primarily hobby and entertainment, including art, photography, fishing, hunting, mechanics, science, tennis, golf, skiing, boating, aviation, and other outdoor and sport activities; and automotive	(NA)		123	985.1
2721C 90	General interest publications, including general articles, pictures, fiction, literature, geography, travel, history, biography, and humor	(NA)		62	472.1
2721C 00	General and consumer periodicals, receipts from advertising, n.s.k.	(NA)		(NA)	20.7
2721D --	Other periodicals, except shopping news, directories, or catalogs, n.e.c.	(NA)	655.8	(NA)	509.8
	Religious: religion, theology, church bulletins, local church papers, etc.:				
2721D 10	Receipts from subscriptions and single copy sales	(NA)	207.9	49	132.8
2721D 15	Receipts from advertising	(NA)	41.1	19	13.6
	Magazine and comic supplements for Sunday newspapers:				
2721D 24	Receipts from sales and advertising	(NA)	(D)	2	(D)
	Periodicals, n.e.c., except shopping news, directories, or catalogs, but including periodicals such as children's and youths' magazines, house organs, fraternal and club, etc.				
2721D 31	Receipts from subscriptions	(NA)	138.9	30	100.3
2721D 33	Receipts from single copy sales	(NA)	27.3	16	39.4
2721D 35	Receipts from advertising	(NA)	94.0	30	135.9
2721D 00	Other periodicals, except shopping news, directories, or catalogs, n.e.c., n.s.k.	(NA)	(D)	(NA)	(D)
27210 --	Periodicals, n.s.k.	(NA)	3 267.6	(NA)	1 546.6
27210 00	Periodicals, n.s.k., typically for establishments with 5 employees or more (see note)	(NA)	2 620.5	(NA)	1 165.4
27210 02	Periodicals, n.s.k., typically for establishments with less than 5 employees (see note)	(NA)	667.1	(NA)	381.2

1987 product code	Product	1987			1982		
		Number of companies with receipts of $100,000 or more	Quantity sold[1,2]	Value of receipts[1] (million dollars)	Number of companies with receipts of $100,000 or more	Quantity sold[1,2]	Value of receipts[1] (million dollars)
2731- —	**BOOK PUBLISHING**						
	Total	**(NA)**	**(X)**	**11 340.4**	**(NA)**	**(X)**	**7 812.6**
27311 --	Textbooks, including teachers' editions	(NA)	(X)	2 873.1	(NA)	(X)	2 167.9
	Elementary textbooks (grades K through 8):						
27311 11	Hardbound, including teachers' editions ---- millions	(NA)	(S)	512.4	31	**49.0	280.9
27311 12	Paperbound, including teachers' editions ---- do	(NA)	*35.8	171.4	29	**38.7	129.9
	High school textbooks (grades 9 through 12):						
27311 13	Hardbound, including teachers' editions ---- millions	(NA)	**19.8	318.7	25	(S)	272.9
27311 14	Paperbound, including teachers' editions ---- do	(NA)	(S)	55.0	19	(S)	38.9
	College textbooks, grades 13 or higher (including private business and secretarial schools, and post high school vocational schools, institutes, and training courses of college grade):						
27311 15	Hardbound ---- millions	(NA)	(S)	734.5	47	*66.8	813.2
27311 16	Paperbound ---- do	(NA)	*16.8	213.9	40	(S)	118.3
	Workbooks, objective tests, manuals, etc., paperbound:						
27311 21	Elementary (grades K through 8) ---- millions	(NA)	*103.8	231.6	30	**63.8	193.3
27311 23	High school (grades 9 through 12) ---- do	(NA)	**10.8	63.3	22	**14.5	54.9
27311 25	College ---- do	(NA)	**6.2	44.9	16	(S)	54.5
27311 31	Standardized tests, including both tests and answer sheets (excluding textbook-related objective tests and manuals), paperbound ---- do	(NA)	(S)	104.0	13	(S)	45.4
27311 00	Textbooks, n.s.k.	(NA)	(X)	423.4	(NA)	(X)	160.6

See footnotes at end of table.

Table 2. Product and Product Classes—Quantity Sold and Value of Receipts of All Producers: 1987 and 1982—Con.

[Includes quantity and value of products of this industry produced by (1) establishments classified in this industry (primary) and (2) establishments classified in other industries (secondary). For meaning of abbreviations and symbols, see introductory text]

1987 product code	Product	1987			1982		
		Number of companies with receipts of $100,000 or more	Quantity sold[1,2]	Value of receipts[1] (million dollars)	Number of companies with receipts of $100,000 or more	Quantity sold[1,2]	Value of receipts[1] (million dollars)
2731- —	**BOOK PUBLISHING**—Con.						
27313 —	Technical, scientific, and professional books	(NA)	(X)	1 759.4	(NA)	(X)	1 359.6
	Law books, including supplements (designed for the profession):						
27313 15	Hardbound ... millions	(NA)	*13.8	565.6	31	*14.7	416.8
27313 17	Paperbound ... do	(NA)	5.5	149.2	22	(S)	159.1
	Medical books, including dental subjects (designed for the profession):						
27313 25	Hardbound ... millions	(NA)	(S)	230.3	33	*7.9	165.6
27313 27	Paperbound ... do	(NA)	(S)	25.3	13	*1.6	25.9
	Business books (nonfiction books on business for adult readers in the profession):						
27313 35	Hardbound ... millions	(NA)	(S)	158.0	22	**5.0	68.3
27313 37	Paperbound ... do	(NA)	*9.2	86.5	13	(S)	23.3
	Other technical, scientific, and professional books:						
27313 45	Hardbound ... millions	(NA)	(S)	233.9	64	**13.5	237.4
27313 47	Paperbound ... do	(NA)	44.2	163.6	49	(S)	160.7
27313 00	Technical, scientific, and professional books, n.s.k.	(NA)	(X)	147.0	(NA)	(X)	102.4
27314 —	Religious books	(NA)	(X)	482.8	(NA)	(X)	322.1
	Bibles and testaments:						
27314 11	Hardbound, including flexible ... millions	(NA)	*8.6	81.8	21	*17.5	101.1
27314 13	Paperbound ... do	(NA)	*8.3	30.1	9	(S)	13.6
27314 23	Hymnals and devotionals, including prayer books and missals, hardbound and paperbound ... do	(NA)	(S)	18.6	15	(S)	23.1
	Other religious books, including subscription reference books and books of fiction or nonfiction dealing with religious subjects for adult and juvenile reading:						
27314 26	Hardbound ... millions	(NA)	(S)	197.9	29	(S)	74.7
27314 28	Paperbound ... do	(NA)	**44.1	107.7	37	(S)	78.2
27314 00	Religious books, n.s.k.	(NA)	(X)	46.7	(NA)	(X)	31.4
2731A —	Mass market paperbound books, rack size:						
2731A 00	Mass market paperbound books, rack size ... millions	(NA)	**409.9	839.6	13	456.1	553.4
2731B —	Book club books	(NA)	(X)	678.7	(NA)	(X)	417.9
2731B 15	Hardbound ... millions	(NA)			20	(S)	319.6
2731B 17	Paperbound ... do	(NA)	(S)	678.7	11	*74.4	98.3
2731B 00	Book club books, n.s.k.	(NA)			(NA)	(X)	-
2731C —	Mail order books	(NA)	(X)	657.6	(NA)	(X)	508.6
2731C 73	Hardbound ... millions	(NA)	**52.8	582.6			
2731C 75	Paperbound ... do	(NA)	(S)	36.8	(NA)	(S)	508.6
2731C 00	Mail order books, n.s.k.	(NA)	(X)	38.2			
2731D —	Adult trade and juvenile books	(NA)	(X)	1 872.2	(NA)	(X)	1 111.4
	Adult trade books whether published by trade publishers or mass market publishers, books of fiction or nonfiction sold primarily through retail or wholesale book sellers:						
2731D 41	Hardbound ... millions	(NA)	(S)	866.9	76	(S)	560.8
2731D 47	Paperbound ... do	(NA)	**119.8	466.7	76	*130.4	343.7
	Juvenile books, fiction and nonfiction, excluding toy and coloring books:						
2731D 51	Hardbound ... millions	(NA)	*50.7	313.2	32	**41.3	135.6
2731D 53	Paperbound ... do	(NA)	(S)	106.1	21	**77.2	71.4
2731D 00	Adult trade and juvenile books, n.s.k.	(NA)	(X)	119.3	(NA)	(X)	-
2731E —	General reference books	(NA)	(X)	510.8	(NA)	(X)	299.0
2731E 21	Encyclopedias ... 1,000 sets	(NA)	(D)	(D)	11	(S)	164.8
2731E 41	Dictionaries and thesauruses ... millions	(NA)	5.1	53.2	17	*7.2	48.1
2731E 57	Other ... do	(NA)	(D)	(D)	39	*5.4	81.8
2731E 00	General reference books, n.s.k.	(NA)	(X)	20.0	(NA)	(X)	4.3
2731F —	Other books, excluding pamphlets	(NA)	(X)	166.8	(NA)	(X)	218.5
	University press books:						
2731F 13	Hardbound ... millions	(NA)	.8	17.4	7	*1.4	19.9
2731F 15	Paperbound ... do	(NA)	*.7	5.7	6	*1.1	6.5
2731F 16	Music books, hardbound and paperbound ... millions	(NA)	**16.2	60.8	15	(S)	38.3
	Other books, n.e.c.:						
2731F 17	Hardbound ... millions	(NA)	(S)	30.0	15	*8.9	100.4
2731F 19	Paperbound ... do	(NA)	(S)	40.9	17	(S)	36.5
2731F 00	Other books, excluding pamphlets, n.s.k.	(NA)	(X)	12.0	(NA)	(X)	16.9
2731G —	Pamphlets (5 through 48 pages)	(NA)	(X)	140.7	(NA)	(X)	75.4
2731G 43	Music ... millions	(NA)	(S)	67.0	9	23.4	20.0
2731G 59	Other, including religious and text ... do	(NA)	*97.4	73.7	19	(S)	55.4
2731G 00	Pamphlets, n.s.k.	(NA)	(X)	-	(NA)	(X)	-
27310 —	Book publishing, n.s.k.	(NA)	(X)	1 358.7	(NA)	(X)	778.7
27310 00	Book publishing, n.s.k., typically for establishments with 5 employees or more (see note)	(NA)	(X)	1029.0	(NA)	(X)	505.7
27310 02	Book publishing, n.s.k., typically for establishments with less than 5 employees (see note)	(NA)	(X)	329.7	(NA)	(X)	273.0

See footnotes at end of table.

Table 2. Product and Product Classes—Quantity Sold and Value of Receipts of All Producers: 1987 and 1982—Con.

[Includes quantity and value of products of this industry produced by (1) establishments classified in this industry (primary) and (2) establishments classified in other industries (secondary). For meaning of abbreviations and symbols, see introductory text]

1987 product code	Product	1987		1982	
		Number of companies with receipts of $100,000 or more	Value of product receipts[1] (million dollars)	Number of companies with receipts of $100,000 or more	Value of product receipts[1] (million dollars)
2732- —	**BOOK PRINTING**				
	Total	**(NA)**	**3 238.9**	**(NA)**	**2 501.9**
27323 —	Textbooks, printing and binding	(NA)	515.7	(NA)	335.1
	Elementary and high school textbooks (grades K through 12):				
27323 10	Hardbound, including teachers' editions	(NA)	123.4	13	76.7
27323 12	Paperbound, including teachers' editions	(NA)	123.5	30	50.2
	College textbooks (grades 13 or higher, including private business and secretarial schools, and post high school vocational schools, institutes, and training courses of college grade):				
27323 14	Hardbound	(NA)	108.7	18	54.5
27323 16	Paperbound	(NA)	86.4	38	60.6
27323 18	Workbooks and standardized tests	(NA)	59.5	29	90.1
27323 00	Textbooks, printing and binding, n.s.k.	(NA)	14.3	(NA)	-
27324 —	Technical, scientific, and professional books, printing and binding	(NA)	589.5	(NA)	289.5
27324 22	Hardbound	(NA)	192.2	56	86.8
27324 25	Paperbound	(NA)	376.0	154	202.7
27324 00	Technical, scientific, and professional books, printing and binding, n.s.k.	(NA)	21.3	(NA)	-
27325 —	Religious books, printing and binding	(NA)	141.4	(NA)	107.3
27325 32	Hardbound, including flexible covers	(NA)	75.2	26	40.5
27325 35	Paperbound	(NA)	65.4	58	66.7
27325 00	Religious books, printing and binding, n.s.k.	(NA)	9	(NA)	-
27326 —	General books (trade, etc.), printing and binding	(NA)	709.8	(NA)	615.4
	Book club and mail order books:				
27326 42	Hardbound	(NA)	110.6	16	93.8
27326 43	Paperbound	(NA)	32.0	25	27.2
27326 44	Mass market paperbound books, rack size, distributed predominantly to mass market outlets	(NA)	149.4	22	116.8
	Adult trade books, books of fiction or nonfiction sold primarily through retail or wholesale book sellers at trade discounts:				
27326 45	Hardbound	(NA)	191.1	33	147.1
27326 46	Paperbound	(NA)	126.8	48	166.2
	Juvenile books, fiction and nonfiction, including toy and coloring books:				
27326 47	Hardbound	(NA)	45.7	13	32.4
27326 48	Paperbound	(NA)	40.6	24	31.8
27326 00	General books (trade, etc.), printing and binding, n.s.k.	(NA)	13.8	(NA)	-
2732A —	Other books, n.e.c., printing and binding	(NA)	642.3	(NA)	383.6
2732A 52	Encyclopedias	(NA)	112.1	5	51.3
	Other reference books (including dictionaries, thesauruses, etc.):				
2732A 54	Hardbound	(NA)	62.0	16	54.1
2732A 55	Paperbound	(NA)	54.1	24	23.4
	All other books, n.e.c. (including music books, university press books, etc.):				
2732A 56	Hardbound	(NA)	290.2	27	195.7
2732A 57	Paperbound	(NA)	102.9	51	59.2
2732A 00	Other books, n.e.c., printing and binding, n.s.k.	(NA)	21.1	(NA)	-
2732B —	Books, printing only, not bound:				
2732B 00	Books, printing only, not bound	(NA)	120.9	100	111.8
2732C —	Pamphlets, printing only or printing and binding:				
2732C 00	Pamphlets, printing only or printing and binding	(NA)	131.8	254	200.8
27320 —	Books, printing only or printing and binding, n.s.k.	(NA)	387.6	(NA)	458.4
27320 00	Books, printing only or printing and binding, n.s.k., typically for establishments with 5 employees or more (see note)	(NA)	311.0	(NA)	415.0
27320 02	Books, printing only or printing and binding, n.s.k., typically for establishments with less than 5 employees (see note)	(NA)	76.6	(NA)	43.4
2741- —	**MISCELLANEOUS PUBLISHING**				
	Total	**(NA)**	**7 717.7**	**(NA)**	**3 096.6**
27416 —	Telephone directories, publishing:				
27416 00	Telephone directories	(NA)	2 758.3	46	[7]393.8
27417 —	Catalogs and directories, except telephone directories, publishing	(NA)	599.2	(NA)	488.9
27417 13	Directories (except telephone directories), including business reference services	(NA)	481.5	97	378.9
	Catalogs:				
27417 15	Library and museum	(NA)	115.0	42	87.7
27417 17	Other	(NA)			
27417 00	Catalogs and directories publishing, except telephone directories, n.s.k.	(NA)	2.7	(NA)	[7]22.3
27418 —	Business service publications, publishing	(NA)	786.4	(NA)	535.5
27418 13	Business service newsletters, excluding publications which are cumulated in looseleaf index form	(NA)	96.5	49	184.3
27418 15	Other business service publications, looseleaf and hardbound, including tax, credit, government regulations, cumulative indexes, etc.	(NA)	569.5	51	319.0
27418 00	Business service publications, publishing, n.s.k.	(NA)	120.4	(NA)	32.1
27419 —	Patterns, including clothing patterns:				
27419 00	Patterns, including clothing patterns	(NA)	173.3	14	181.8
2741A —	Shopping news, publishing:				
2741A 00	Shopping news	(NA)	766.3	333	351.3

See footnotes at end of table.

Table 2. Product and Product Classes—Quantity Sold and Value of Receipts of All Producers: 1987 and 1982—Con.

[Includes quantity and value of products of this industry produced by (1) establishments classified in this industry (primary) and (2) establishments classified in other industries (secondary). For meaning of abbreviations and symbols, see introductory text]

1987 product code	Product	1987		1982	
		Number of companies with receipts of $100,000 or more	Value of product receipts[1] (million dollars)	Number of companies with receipts of $100,000 or more	Value of product receipts[1] (million dollars)
2741- —	**MISCELLANEOUS PUBLISHING**—Con.				
2741B —	Other miscellaneous publishing	(NA)	848.2	(NA)	659.2
2741B 13	Cards, other than greeting cards, including picture postcards, souvenir cards, etc.	(NA)	23.5	13	11.0
2741B 14	Sheet music (less than 5 pages), except music in book or pamphlet form	(NA)	14.9	17	42.2
2741B 15	Calendars	(NA)	98.1	28	59.2
2741B 17	Multimedia kits	(NA)	61.7	16	27.1
2741B 19	Maps, hydrographic charts, atlases, gazetteers, and globe covers	(NA)	129.5	29	82.7
2741B 23	Micropublishing (including publishing of original material as well as republishing of printed matter in microform)	(NA)	109.4	25	134.4
2741B 21	Racing forms	(NA)	(8)		
2741B 25	Travel guides	(NA)	39.1	(NA)	236.1
2741B 27	Posters	(NA)	45.6		
2741B 91	Other miscellaneous publications, including almanacs, yearbooks, etc.	(NA)	[8]320.5		
2741B 00	Other miscellaneous publishing, n.s.k.	(NA)	6.1	(NA)	66.5
27410 —	Miscellaneous publishing, n.s.k.	(NA)	1 785.9	(NA)	486.0
27410 00	Miscellaneous publishing, n.s.k., typically for establishments with 5 employees or more (see note)	(NA)	1 623.7	(NA)	383.2
27410 02	Miscellaneous publishing, n.s.k., typically for establishments with less than 5 employees (see note)	(NA)	162.3	(NA)	102.8

Note: In 1987 Census of Manufactures, data for establishments of small single unit companies with up to 20 employees were estimated from administrative-record data rather than data actually collected from respondents. Employment cutoffs used for administrative records for each industry and shipments figures are included in code ending with "002". In both 1987 and 1982 Censuses of Manufactures, products not completely identified on standard forms were coded in appropriate product class (five-digit) followed by "00" or to appropriate product group code (four-digit) followed by "000".

[1]Data reported by all producers, not just those with receipts of $100,000 or more.

[2]For some establishments, data have been estimated from central unit values which are based on quantity-value relationships of reported data. The following symbols are used when percentage of each quantity figure estimated in this manner equals or exceeds 10 percent of published figure: * 10 to 19 percent estimated; ** 20 to 29 percent estimated. If 30 percent or more is estimated, figure is replaced by (S).

[3]Includes paid, free, bulk, etc. "Issue" is the sum of all editions published on a given day in the case of establishments publishing newspapers on a combined frequency-of-issue basis (morning and Sunday, evening and Sunday, etc.). Separate average circulation figures were computed for morning editions, evening editions, and Sunday editions.

[4]For 1982, product codes 2721324, 2721334, 2721424, and 2721434 included electronics.

[5]For 1982, regional, metropolitan, and city magazines were included with special interest and general interest magazines.

[6]For 1982, product code 2721B60 was included in product code 2721B00.

[7]For 1982, product code 2741700 included an undetermined amount of product code 2741600.

[8]For 1987, product code 2741B21 is included in product code 2741B91.

Table 3. Materials Consumed by Kind: 1987 and 1982

[Includes quantity and cost of materials consumed or put into production by establishments classified only in this industry. For further explanation, see Cost of Materials in appendix. For meaning of abbreviations and symbols, see introductory text]

1987 material code	Material	1987		1982	
		Quantity[1]	Delivered cost (million dollars)	Quantity[1]	Delivered cost (million dollars)
	INDUSTRY 2711, NEWSPAPERS				
	Materials, parts, and supplies	**(X)**	**6 561.7**	**(X)**	**5 193.0**
	Newsprint:				
262113	Basis wt 30 lb (1,000 metric tons)	(S)	4 173.2	(S)	3 147.9
262115	Other basis wt (do.)	[8]914.4	435.3	[8]851.8	409.8
262131	Coated paper, all types	(X)	33.4	(X)	8.7
262101	All other paper	(X)	38.7	(X)	94.9
	Printing inks:				
289311	Letterpress, including news	(X)	59.4	(X)	57.8
289323	Lithographic (offset)	(X)	126.9	(X)	51.6
289305	Other, including gravure, flexographic, and screen process	(X)	9.4	(X)	6.2
	Printing plates:				
386153	Unexposed diazo lithographic plates	(X)	29.3	(X)	31.4
279610	Other lithographic plates, exposed or unexposed	(X)	21.9		
279631	Photo-polymer (plastics) plates used for letterpress printing	(X)	30.5	(X)	35.2
386155	Light sensitive films (positives or negatives)	(X)	58.5	(X)	41.5
386166	Light sensitive papers, including photographic and photometallic transfer (PMT) paper	(X)	27.1	(X)	26.4
970099	All other materials and components, parts, containers, and supplies	(X)	381.6	(X)	277.3
971000	Materials, parts, and supplies, n.s.k.[2]	(X)	1 136.5	(X)	1 004.3

See footnotes at end of table.

Table 3. **Materials Consumed by Kind: 1987 and 1982**—Con.

[Includes quantity and cost of materials consumed or put into production by establishments classified only in this industry. For further explanation, see Cost of Materials in appendix. For meaning of abbreviations and symbols, see introductory text]

1987 material code	Material	1987 delivered cost (million dollars)	1982 delivered cost (million dollars)
	INDUSTRY 2721, PERIODICALS		
	Materials, parts, and supplies	**2 201.9**	**1 798.7**
262111	Newsprint	155.7	53.2
262131	Coated papers	625.8	602.9
262140	Uncoated papers	180.1	99.9
289301	Printing inks (complete formulations)	58.7	27.2
970099	All other materials and components, parts, containers, and supplies	279.6	215.5
971000	Materials, parts, and supplies, n.s.k.[2]	902.0	798.0
	INDUSTRY 2731, BOOK PUBLISHING		
	Materials, parts, and supplies	**1 210.7**	**681.9**
262111	Newsprint	38.9	12.4
262131	Coated papers	147.1	132.4
262140	Uncoated papers	217.9	210.1
289301	Printing inks (complete formulations)	5.2	9.0
970099	All other materials and components, parts, containers, and supplies	295.7	118.2
971000	Materials, parts, and supplies, n.s.k.[2]	505.9	199.8
	INDUSTRY 2732, BOOK PRINTING		
	Materials, parts, and supplies	**1 090.5**	**815.9**
262111	Newsprint	28.9	6.8
	Uncoated paper:		
262116	Sheets	115.1	76.4
262117	Rolls	236.9	168.7
	Coated paper:		
262132	Sheets	79.8	50.5
262134	Rolls	95.0	40.5
220011	Cloth and nonwoven fabrics for hardbound book covers	39.8	27.0
289101	Glues and adhesives	19.7	15.6
	Printing inks:		
289311	Letterpress, including news	9.4	1.9
289323	Lithographic (offset)	34.5	25.2
289303	Flexographic	.2	
289304	Other, including gravure and screen process	(D)	(D)
386153	Unexposed diazo lithographic plates	7.6	
279610	Other lithographic plates, exposed or unexposed	12.5	15.4
330006	Metal for lithographic plates	17.3	7.5
279632	Plates for flexographic printing	1.4	(3)
386101	Light sensitive films and papers	24.4	18.4
267231	Pressure sensitive base stock, self-adhesive, including paper, film, foil, etc.	(D)	(D)
970099	All other materials and components, parts, containers, and supplies	195.1	[3]163.9
971000	Materials, parts, and supplies, n.s.k.[2]	166.1	194.9
	INDUSTRY 2741, MISCELLANEOUS PUBLISHING		
	Materials, parts, and supplies	**588.0**	**297.8**
262111	Newsprint	66.0	29.4
262131	Coated papers	20.6	18.2
262140	Uncoated papers	76.5	45.9
289301	Printing inks (complete formulations)	5.0	2.3
970099	All other materials and components, parts, containers, and supplies	74.0	67.3
971000	Materials, parts, and supplies, n.s.k.[2]	345.9	134.7

[1]For some establishments, data have been estimated from central unit values which are based on quantity-cost relationships of reported data. The following symbols are used when percentage of each quantity figure estimated in this manner equals or exceeds 10 percent of published figure: * 10 to 19 percent estimated; ** 20 to 29 percent estimated. If 30 percent or more is estimated, figure is replaced by (S).

[2]Total cost of materials of establishments that did not report detailed materials data, including establishments that were not mailed a form.

[3]For 1982, material code 279632 was included in material code 970099.

APPENDIX
Scope and Coverage and Explanation of Terms

GENERAL

The 1987 Census of Manufactures is the 32nd census of manufacturing establishments conducted in the United States. For 1987, it was conducted as part of the economic censuses, which included the censuses of mineral industries, construction industries, retail and wholesale trades, service industries, selected transportation activities, and minority-owned and women-owned businesses, under authority of title 13 of the United States Code. Title 13 specifies that an economic census be conducted every 5 years to cover years ending in 2 and 7.

SCOPE AND COVERAGE

Establishment Basis of Reporting

The census of manufactures is conducted on an establishment basis. All manufacturing establishments with one paid employee or more at any time during the year are covered by the census of manufactures. Therefore, a company operating at more than one location is required to file a separate report for each location. This report excludes information for separately operated administrative offices, warehouses, garages, and other auxiliary units which service manufacturing establishments of the same company. Where these auxiliary operations are conducted at the same location as the manufacturing operation, they are usually included in the report for the operating manufacturing establishment.

Use of Administrative Records

From a universe of approximately 350,000 manufacturing establishments in the 1987 Census of Manufactures, approximately 150,000 small single-establishment companies were excused from filing reports. Selection of the small establishment nonmail cases was done on an industry-by-industry basis. A variable cutoff was used to determine those establishments for which administrative records were to be used in place of a census report. The cutoffs were selected so the administrative-record cases would account for approximately 3 percent or less of the value of shipments for the industry. These cutoffs were then adjusted so that all single-establishment companies with less than 5 employees were excluded from the mail canvass, while all establishments with more than 20 employees were included. Where establishments in the 5 to 20 employee size range were included in the mail canvass, an abbreviated census form was frequently used.

For these nonmail establishments, (and a small number of larger establishment whose reports were not received at the time the data were tabulated) data on employment, payroll, and receipts were obtained from administrative records of other government agencies rather than from census forms. The administrative-record information was then used in conjunction with industry averages to estimate the data for these establishments. The value of shipments and cost of materials were not distributed among specific products and materials but were included in the product and material "not specified by kind" (n.s.k.) categories.

EXPLANATION OF TERMS

Number of establishments and companies–A separate report was required for each manufacturing establishment (plant) with one employee or more. An establishment is defined as a single physical location where manufacturing is performed. A company, on the other hand, is defined as a business organization consisting of one establishment or more under common ownership or control.

All employees–Includes all full-time and part-time employees on the payrolls at any time during the year. Included are all persons on paid sick leave, paid holidays, and paid vacations. Officers of corporations are included as employees; proprietors and partners of unincorporated firms are excluded. The "all employees" number is the average number of production workers plus the number of other employees in mid-March. The number of production workers is the average of those for midmonth payroll periods of March, May, August, and November.

Production workers–Includes workers up through the working-supervisor level engaged in fabricating, processing, assembling, inspecting, receiving, packing, warehousing, shipping (but not delivering), maintenance, repair, janitorial, guard services, product development, auxiliary production for plant's own use (e.g., powerplant), recordkeeping, and other closely associated services. Truckdrivers delivering ready-mixed concrete are also included in production workers.

Other employees–Includes nonproduction personnel, including those engaged in the following activities: supervision above working-supervisor level, sales (including driver/salespersons), sales delivery (truckdrivers and helpers), advertising, credit collection, installation and

servicing of own product, clerical and routine office functions, executive, purchasing, finance, legal, personnel (including cafeteria, etc.), professional, and technical employees.

Payroll–Includes the gross earnings for the "employees" defined above, such as salaries, wages, commissions, dismissal pay, bonuses, vacation and sick leave pay, and compensation in kind, prior to such deductions as employees' Social Security contributions, withholding taxes, group insurance, union dues, and savings bonds. Respondents were told that in reporting they could follow the definition of payrolls used for calculating the Federal withholding tax.

Production-worker hours–Covers hours worked or paid for at the plant, including actual overtime hours (not straight-time equivalent hours). It excludes hours paid for vacations, holidays, or sick leave when the employee was not at the plant.

Cost of materials–Refers to direct charges actually paid or payable for items consumed or put into production during the year, including freight charges and other direct charges incurred by the establishment in acquiring these materials. It includes the cost of materials or fuels consumed, regardless of whether they were purchased by the individual establishment from other companies, transferred to it from other establishments of the same company, or withdrawn from inventory during the year.

The important components of this cost item are (a) all raw materials, semifinished goods, parts, containers, scrap, and supplies put into production or used as operating supplies and for repair and maintenance during the year; (b) electric energy purchased; (c) fuels consumed for heat, power, or generating electricity; (d) work done by others on materials or parts furnished by manufacturing establishments (contract work); and (e) products bought and resold in the same condition.

Specific materials consumed (table 3)–In addition to the total cost of materials which every establishment was required to report, information was also collected for most manufacturing industries on the consumption of major materials used in manufacturing. These inquiries were restricted to those materials which were important parts of the cost of production in a particular industry and for which cost information was available from manufacturers' records. Establishments consuming less than a specified amount (usually $10,000) of a specific material were not requested to report consumption of that material separately. Also, the cost of materials for the small establishments for which administrative records were used was estimated as "not specified by kind" (n.s.k.).

Value of shipments and other receipts–Generally refers to received or receivable net selling values, f.o.b. plant (exclusive of freight and taxes), of all products shipped, both primary and secondary, as well as all miscellaneous receipts such as receipts for contract work performed for others, installation and repair receipts, sale of scrap, and sale of products bought and resold without further processing. Included are all items made by or for the establishment from materials owned by it whether sold, transferred to other plants of the same company, or shipped on consignment. The net selling value of products made in one plant on a contract basis from materials owned by another was reported by the plant providing the materials.

In a few industries, the value of production or value of work completed is used instead of value of shipments. These industries are identified in the introduction and are footnoted in table 1.

In the case of multiunit companies, the manufacturer was requested to report the value of products transferred to other establishments of the same company at full economic or commercial value, that is, including not only the direct costs of production but also a reasonable proportion of "all other costs" (including company overhead and profit).

Shipments or production of individual products (table 2)–In the 1987 census, detailed shipment information was collected for approximately 11,000 individual products. These products are identified by a seven-digit code and are grouped into approximately 1,500 classes of products, which in turn are primary to 459 four-digit industries. Data at the five-digit product-class level have been collected each year as part of the annual survey of manufactures. Information at the seven-digit level, collected for many industries in the current industrial reports program, is not included in this table.

Value added by manufacture–This measure of manufacturing activity is derived by subtracting the cost of materials, supplies, containers, fuel, purchased electricity, and contract work from the value of shipments for products manufactured plus receipts for services rendered. The result of this calculation is then adjusted by the addition of value added by merchandising operations (that is, the difference between the sales value and cost of merchandise sold without further manufacturing, processing, or assembly) plus the net change in finished goods and work-in-process inventories between the beginning and end of the year.

For those industries where value of production is collected instead of value of shipments (see footnote in table 1), value added is adjusted only for the change in work-in-process inventories between the beginning and end of the year. For those industries where value of work done is collected, the value added does not include an adjustment for the change in finished goods or work-in-process inventories.

Value added avoids the duplication in the figure for value of shipments which results from the use of products of some establishments as materials by others. Value

added is considered to be the best value measure available for comparing the relative economic importance of manufacturing among industries and geographic areas.

Expenditures for new plant and equipment–Establishments in operation and any known plants under construction were asked to report their expenditures for (a) permanent additions and major alterations to manufacturing establishments and (b) new machinery and equipment used for replacement and additions to plant capacity if they are of the type for which depreciation accounts are ordinarily maintained.

These totals exclude expenditures for used plant and equipment, expenditures for land, and cost of maintenance and repairs charged as current operating expenses. Data for used plant and equipment will be published in the final industry bulletin.

End-of-year inventories–Comprised of (a) finished products; (b) work-in-process; and (c) materials, supplies, fuels, etc. Beginning in 1982, respondents were asked to report their inventories at (the lower of) cost or market prior to adjustment to LIFO cost. This is a change from prior years in which respondents were permitted to value their inventories using any generally accepted accounting method. Therefore, 1982 through 1987 data for inventories are not strictly comparable to prior-year data.

Specialization and coverage ratios–An establishment is classified in a particular industry if its shipments of primary products of the industry exceed in value its shipments of the products of any other single industry. An establishments' shipments include those products assigned to an industry (primary products), those considered primary to other industries (secondary products), and receipts for miscellaneous activities (merchandising, contract work, resales, etc.). The following ratios have been developed to measure the relationship of primary product shipments to the data on shipments for the industry shown in table 1 and data on product shipments shown in table 2.

Specialization ratio–Represents the ratio of primary product shipments to total product shipments (primary and secondary, excluding miscellaneous receipts) for the establishments classified in the industry.

Coverage ratio–Represents the ratio of primary products shipped by the establishments classified in the industry to the total shipments of such products that are shipped by all manufacturing establishments, wherever classified.

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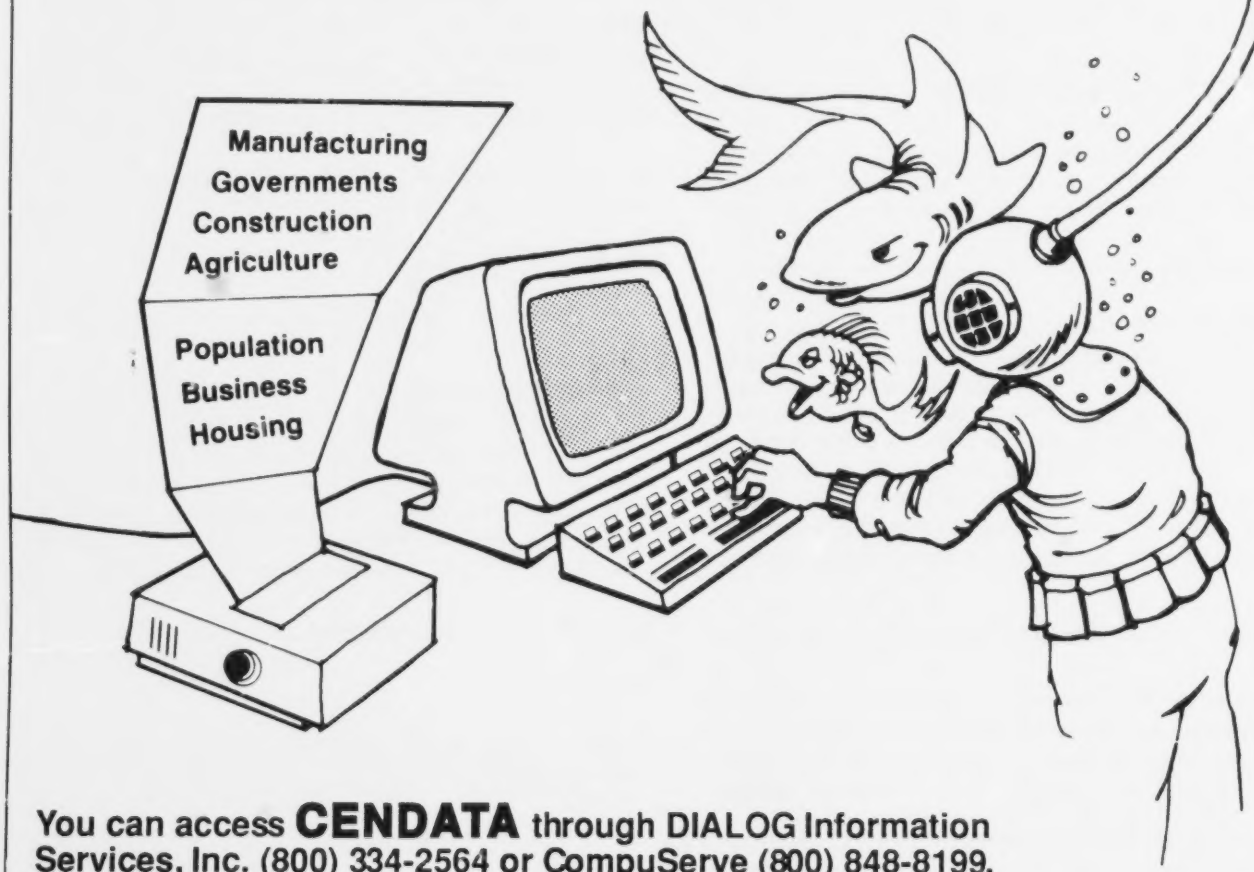

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